



Manufacturing and Services  
Office of Travel and Tourism Industries

# 2008 Market Profile: China



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## Visitation Trends (Arrivals)

[Thousands of Chinese Visitors]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Arrivals	232	226	157	203	270	320	397	493	261
Percentage Change (%)	-7%	-3%	-30%	29%	33%	19%	24%	24%	112%

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Travel & Tourism Exports (1)	\$1,326	\$1,185	\$858	\$1,115	\$1,534	\$2,071	\$2,699	\$3,549	\$2,223
Travel Receipts	\$1,012	\$958	\$690	\$894	\$1,181	\$1,642	\$2,081	\$2,636	\$1,624
Passenger Fare Receipts	\$314	\$227	\$168	\$221	\$353	\$429	\$618	\$913	\$599
Change (%) in Total Exports	-7%	-11%	-28%	30%	38%	35%	30%	31%	168%

## Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2007	2008	% Point Change (2)
Travel Agency	39%	35%	-4 pts.
Airlines Directly	20%	23%	2 pts.
Personal Computer	20%	22%	3 pts.
Corporate Travel Dept.	18%	17%	-1 pt.

## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2007	2008	% Point Change (2)
Business/Professional	51%	49%	-2 pts.
Visit Friends/Relatives	23%	22%	-1 pt.
Leisure/Rec./Holidays	9%	11%	2 pts.
Convention/Conference	11%	10%	-1 pt.

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2007	2008	% Point Change (2)
Business/Professional	56%	55%	-1 pt.
Leisure/Rec./Holidays	34%	37%	4 pts.
Visit Friends/Relatives	38%	34%	-4 pts.
Convention/Conference	16%	16%	0 pts.
NET PURPOSES OF TRIP:			
Leisure & VFR	58%	60%	2 pts.
Business & Convention	64%	63%	0 pts.

## Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2007	2008	% Point Change (2)
Airlines in U.S.	50%	50%	-1 pt.
Taxi/Cab/Limousine	36%	39%	3 pts.
Company or Private Auto	37%	37%	0 pts.
Rented Auto	30%	29%	-1 pt.
City Subway/Tram/Bus	21%	16%	-4 pts.

## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2007	2008	% Point Change (2)
Shopping	88%	90%	1 pt.
Dining in Restaurants	80%	84%	4 pts.
Sightseeing in Cities	51%	45%	-7 pts.
Visit Historical Places	47%	43%	-4 pts.
Amusement/Theme Parks	28%	28%	-1 pt.
Cultural Heritage Sites	21%	25%	3 pts.
Visit National Parks	29%	23%	-6 pts.
Art Gallery/Museum	19%	22%	3 pts.
Casinos/Gambling	22%	21%	-1 pt.
Visit Small Towns	22%	19%	-3 pts.

## Select Traveler Characteristics

Traveler Characteristics	2007	2008	Change (2)
Advance Trip Decision Time (mean days)	46	56	10 days
Advance Trip Decision Time (med. days)	30	30	0 days
Prepaid Package	15%	16%	0 pts.
First International Trip to the U.S.	39%	40%	1 pt.
Length of Stay in U.S. (mean nights)	27.5	23.0	-5 nights
Length of Stay in U.S. (median nights)	11.0	10.0	-1 night
Number of States Visited (% 1 state)	48%	41%	-8 pts.
Average Number of States Visited	2.0	2.2	0 states
Hotel/Motel (% 1+ nights)	82%	77%	-5 pts.
Average # of Nights in Hotel/Motel	12.3	8.4	-4 nights
Travel Party Size (mean # of persons)	1.5	1.5	0.0
Gender: % Male (among adults)	70%	72%	2 pts.
Household Income (mean average)	\$63,900	\$79,300	\$15,400
Household Income (median average)	\$36,700	\$45,100	\$8,400
Average Age: Female	36	37	1 year
Average Age: Male	41	41	0 years

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## U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions (3)	Market Share 2007	Volume 2007 (000)	Market Share 2008	Volume 2008 (000)
<b>REGIONS</b>				
Pacific	58.6%	233	**	**
<b>STATES</b>				
California	57.2%	227	**	**

(1) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).

(2) Percentage-point and percentage changes are based on non-rounded data.

(3) Only census region, state, and city destinations having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.

(\*\*) Estimate not shown due to sample size fewer than 400 for this year.

Note: This profile shows only a portion of the 35 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit: <http://tinet.ita.doc.gov/research/programs/ifs/index.html>.

For a list of the states that comprise each census region, please visit: [http://tinet.ita.doc.gov/outreachpages/census\\_regions.html](http://tinet.ita.doc.gov/outreachpages/census_regions.html).

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; Bureau of Economic Analysis.

Publication Date: May 2009



INTERNATIONAL  
**TRADE**  
ADMINISTRATION

# Survey of International Air Travelers

The Survey of International Air Travelers (or “In-Flight” survey) provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-five tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the Chinese traveler who visits the United States.

## Survey of International Air Travelers: Table Number and Description

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- Summary of International Travel to the United States (I-94)
- Forecast of International Arrivals to the United States
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- U.S. Travel and Tourism Satellite Accounts
- Canadian Statistics
- Travel Barometer

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